

ABSTRACT

A mechanism whereby a user can obtain a desired content via a communication network and a content distributor loses no profits. Identification information of each theater and each video content screened at the theater are registered. When a video content viewing request from a member is accepted, the theater which screens the content requested to be viewed is specified, the video content requested to be distributed is distributed to the member via a network, and an incentive for the video content distributed to the member is given to the theater which screens the video content requested to be viewed.